

[0069] A portal web site development system for generating portal web sites. A portal web site development system includes a router, a login server, a database, and a portal web server. Preference data is collected from a user regarding the appearance and operation of a portal web site. Based upon the preference data, the portal web site development system generates a new portal web site accessible to an identified set of users. The portal web site is generated entirely within the database. The user may specify the appearance and operation of the portal web site prior to generation, and may customize the portal web site anytime thereafter.